

# **U.S. Army 2005 MWR Leisure Needs Survey Army Results**

**Briefing Presented to BG John A. Macdonald  
Commander, U.S. Army Community and Family  
Support Center  
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# BRIEFING OUTLINE

## 2005 LNS Army Results

### □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### □ **SURVEY RESULTS**

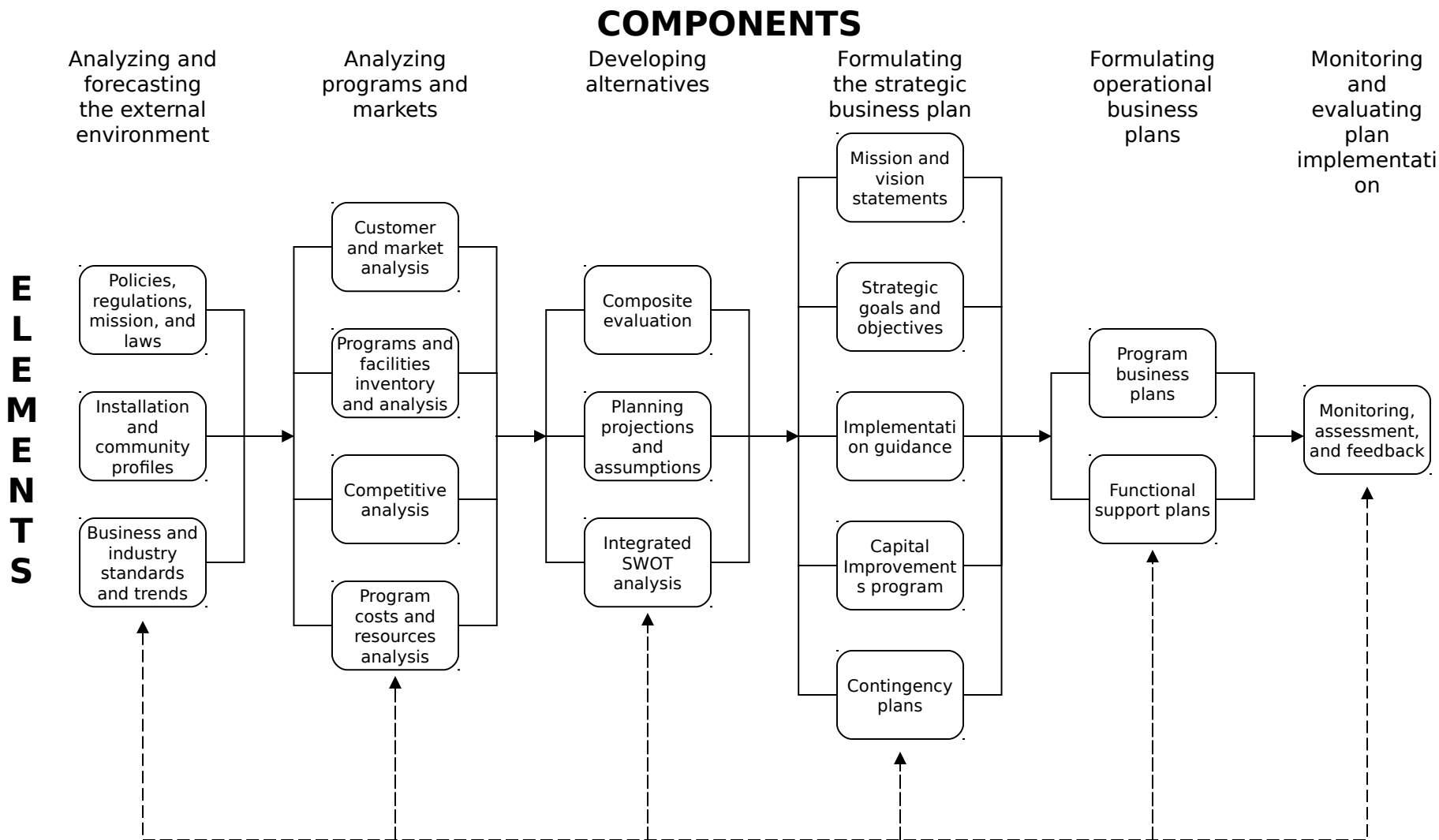
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

### □ **NEXT STEPS**

# PROJECT OVERVIEW

2005 LNS Army Results

## MWR STRATEGIC BUSINESS PLANNING MODEL

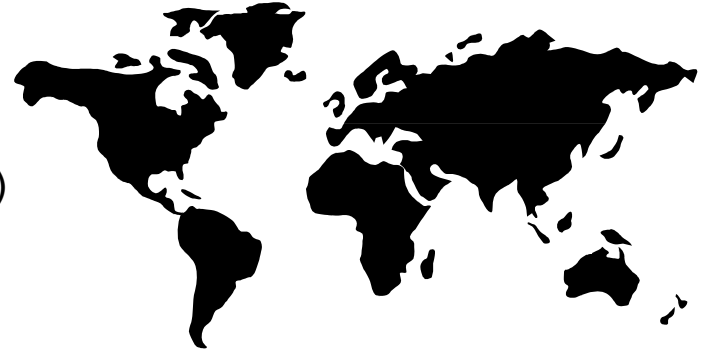


# METHODOLOGY

## 2005 LNS Army Results

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

## 2005 LNS Army Results

### ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent completing survey via the Web by patron group and for all respondents:
  - Active Duty Soldiers: 34%
  - Spouses of Active Duty Soldiers: 40%
  - DA Civilians: 48%
  - Retirees: 27%
  - All Respondents: 37%

# METHODOLOGY

## 2005 LNS Army Results

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±0.43%
Active Duty	517,725	78,222	17,598	22.50%	±0.73%
Spouses of Active Duty	167,662	55,368	7,275	13.14%	±1.12%
Civilian Employees	300,644	63,883	13,393	20.96%	±0.83%
Retirees	226,209	52,082	12,385	23.78%	±0.86%

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

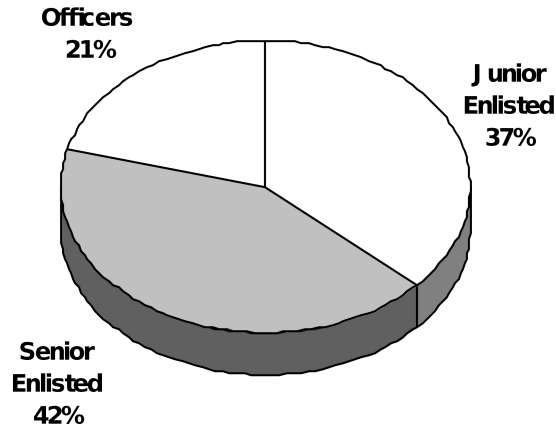
# PATRON SAMPLE\*

2005 LNS Army Results

## RESPONDENT POPULATION SEGMENTS

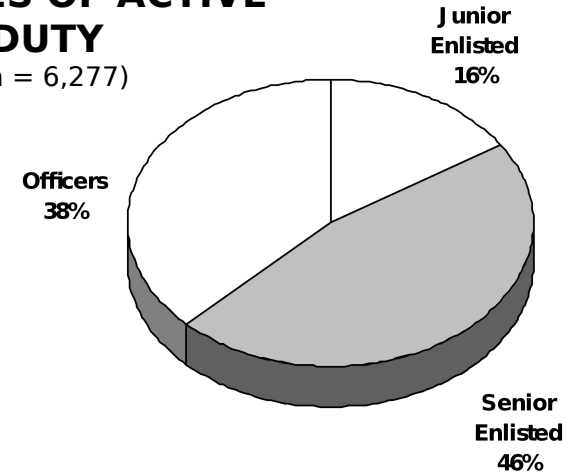
### ACTIVE DUTY

(n = 16,615)



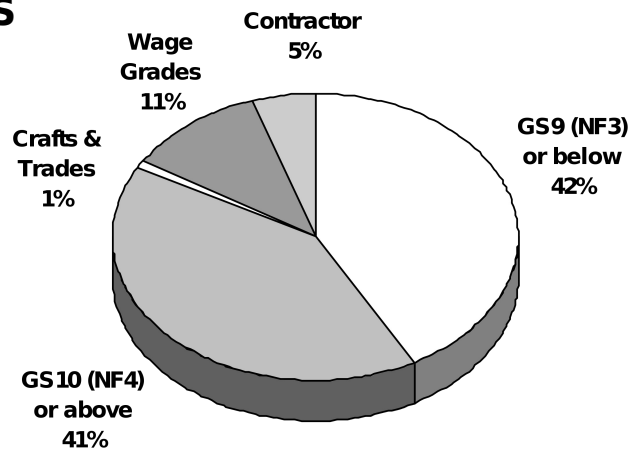
### SPOUSES OF ACTIVE DUTY

(n = 6,277)



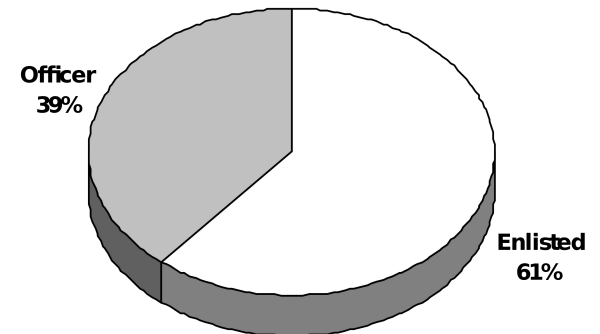
### CIVILIANS

(n = 12,752)



### RETIREES

(n = 9,152)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

## 2005 LNS Army Results

### ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

### ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

2005 LNS Army Results

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

51%

Library

37%

Bowling Food & Beverage

34%

Bowling Center

34%

Car Wash

33%

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

ITR - Commercial Travel Agency

4.27

Library

4.24

Fitness Center/Gymnasium

## FACILITIES WITH HIGHEST QUALITY RATINGS\*\*

Library

4.13

ITR - Commercial Travel Agency

4.12

Golf Course

4.11

Golf Course Pro Shop

\*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

\*\*Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

# MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

2005 LNS Army Results

## LEAST FREQUENTLY USED FACILITIES

BOSS

5%

Marinas

6%

School Age Services

6%

Bowling Pro Shop

9%

Youth Center

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Car Wash

3.87

Multipurpose Sports/Tennis Courts

3.88

BOSS

## FACILITIES WITH LOWEST QUALITY RATINGS\*\*

Car Wash

3.71

Multipurpose Sports/Tennis Courts

3.75

Athletic Fields

3.80

Marinas

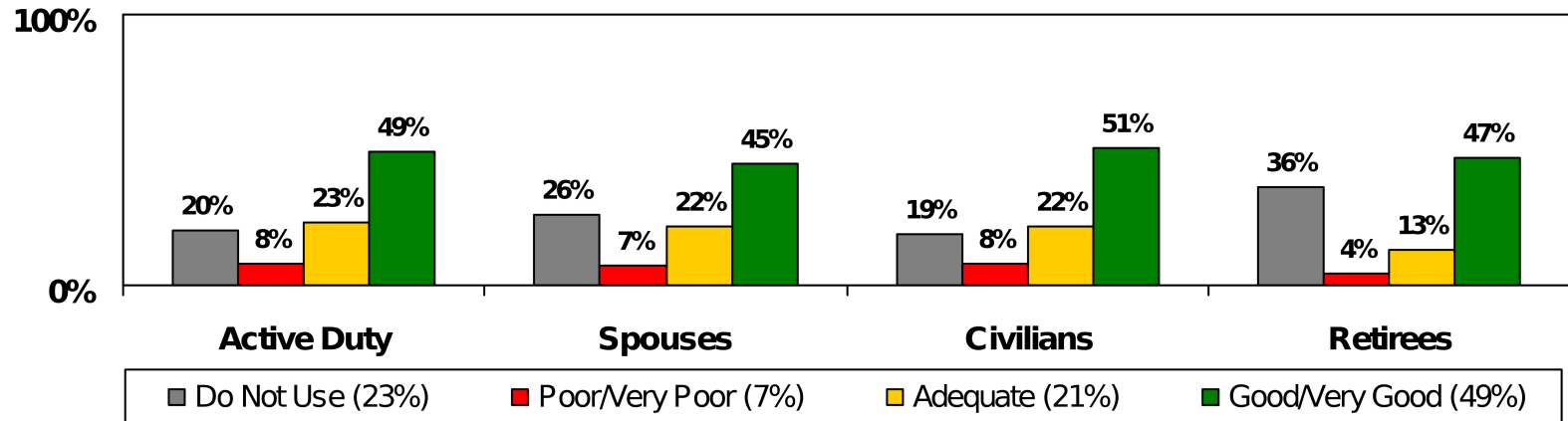
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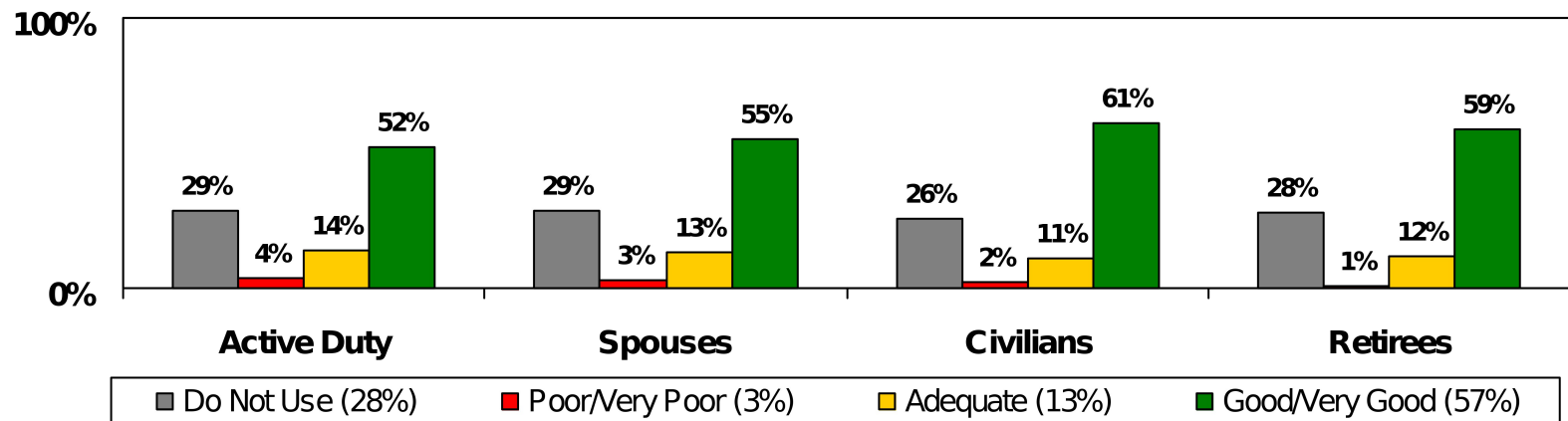
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

2005 LNS Army Results

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

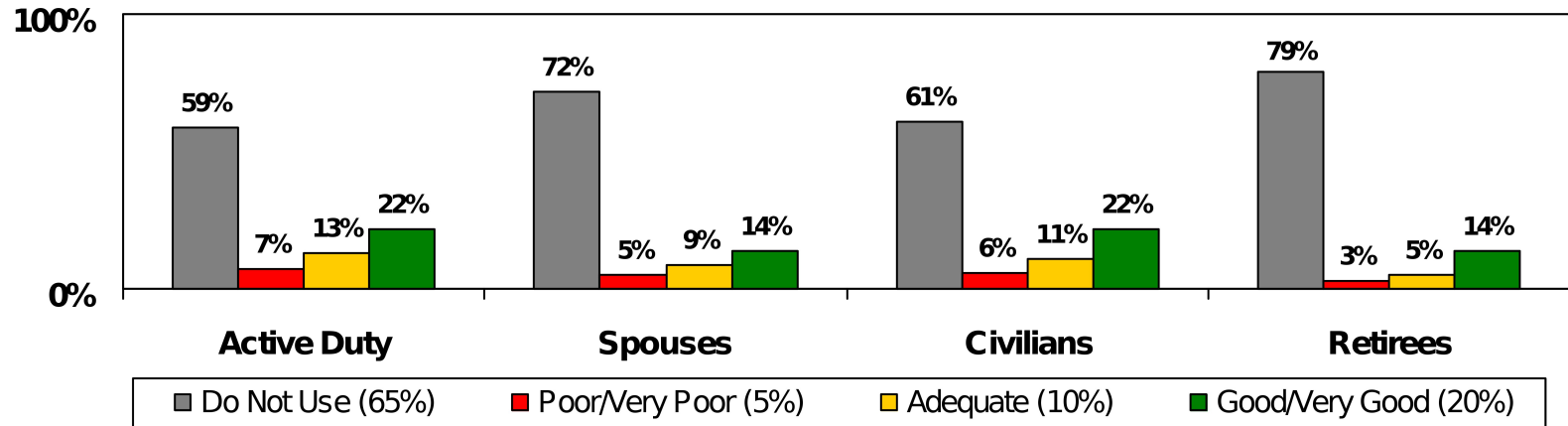


\* Percentages in legend present data for Army overall.

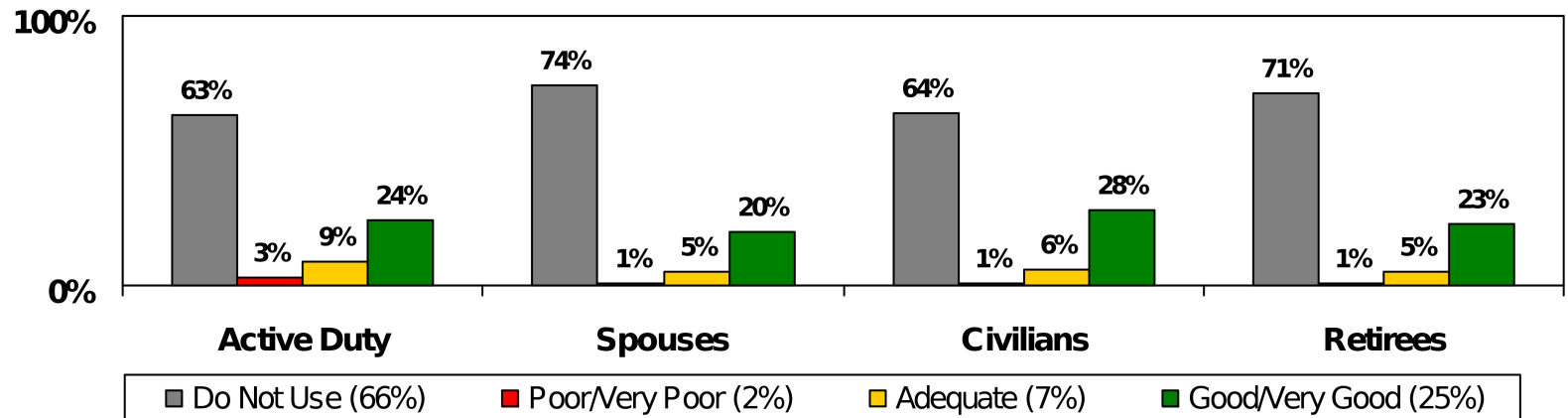
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

2005 LNS Army Results

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

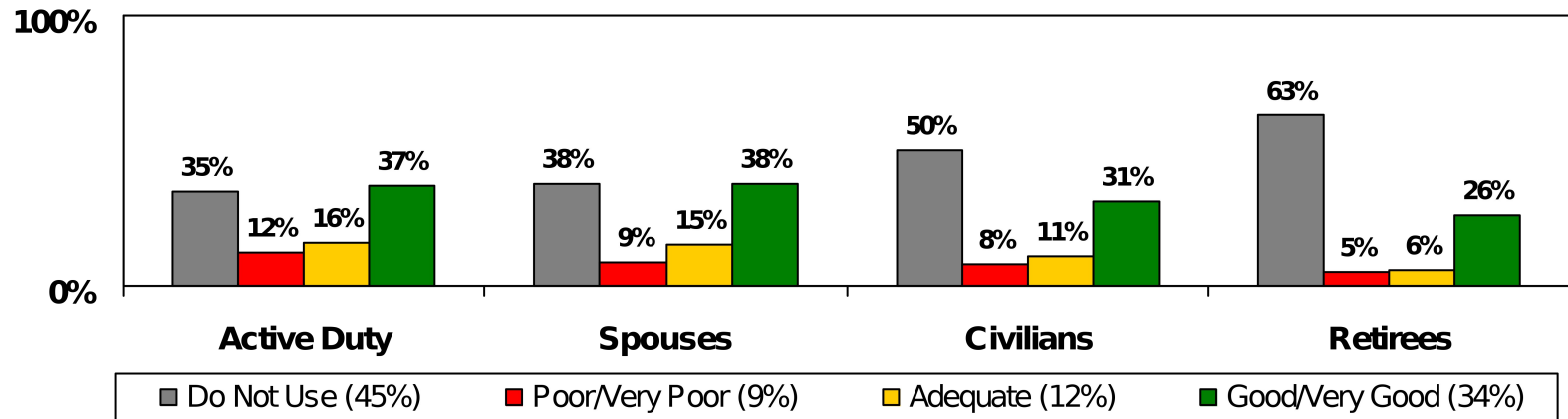


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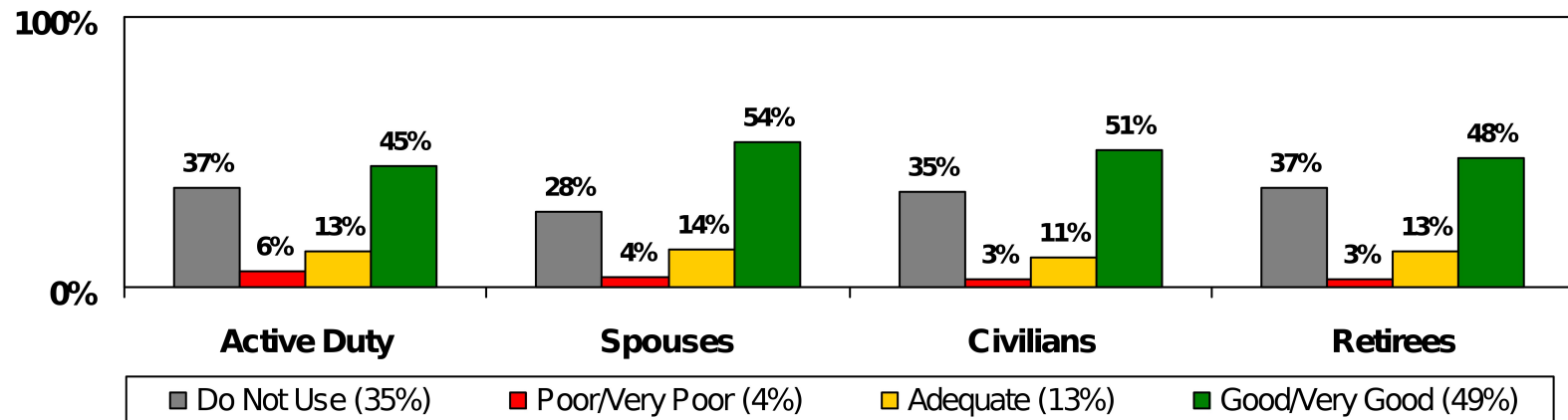
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

2005 LNS Army Results

## Quality of On-Post Services\*



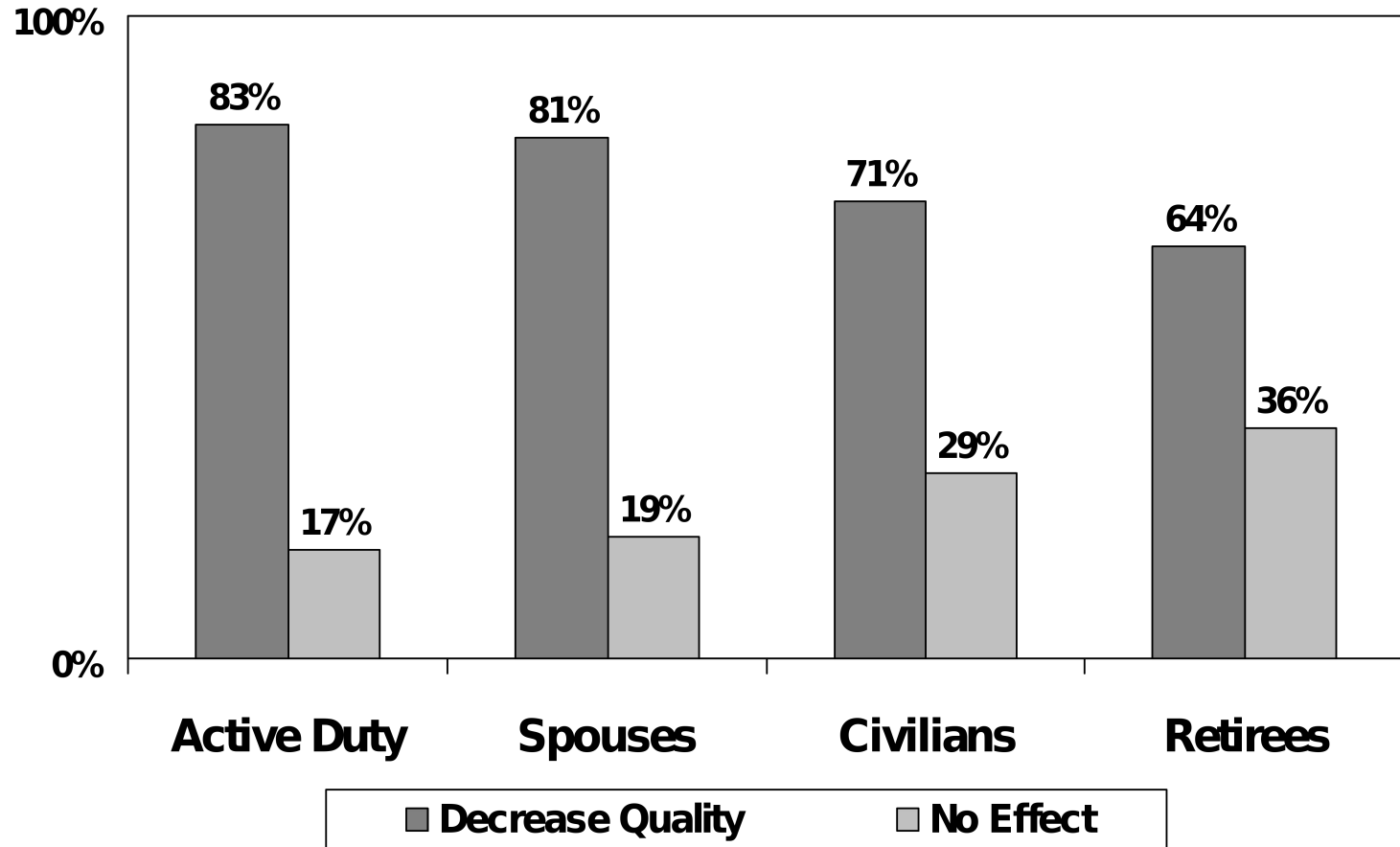
## Quality of Off-Post Services\*



\* Percentages in legend present data for Army overall.

# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

2005 LNS Army Results



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

2005 LNS Army Results

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	75%
Army Lodging	67%
Library	58%
Child Development Center	53%
Youth Center	47%
Swimming Pool	43%
Athletic Fields	41%

Golf Course	41%
Arts & Crafts Center	44%
Car Wash	45%
Golf Course Food & Beverage	46%
Bowling Pro Shop	51%
Golf Course Pro Shop	55%
RV Park	68%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

## 2005 LNS Army Results

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	19%	16%	24%	11%	19%
E-mail	29%	20%	<b>55%</b>	14%	33%
Friends and neighbors	32%	<b>40%</b>	28%	26%	31%
Family Readiness Groups (FRGs)	11%	23%	3%	2%	10%
Bulletin boards on post	<b>39%</b>	28%	35%	24%	<b>34%</b>
Post newspaper	<b>38%</b>	<b>53%</b>	<b>49%</b>	<b>48%</b>	<b>45%</b>
MWR publications	28%	26%	39%	<b>27%</b>	31%
Radio	13%	5%	13%	9%	10%
Television	14%	8%	11%	8%	11%
My child(ren) let(s) me know	4%	6%	3%	1%	3%
Other unit members or co-workers	30%	14%	28%	10%	24%
Unit or post commander or supervisor	21%	6%	8%	3%	12%
Marquees/billboards	17%	19%	21%	15%	18%
Flyers	<b>35%</b>	<b>29%</b>	<b>41%</b>	<b>29%</b>	<b>35%</b>
Other	7%	10%	6%	12%	8%
I never hear anything	11%	11%	4%	17%	9%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.



# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

2005 LNS Army Results

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	83%	85%
Better Opportunities for Single Soldiers	52%	N/A
Army Community Service	56%	57%
MWR Programs and Services	77%	83%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

## 2005 LNS Army Results

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	83%	17%
Outreach programs	49%	70%	30%
Family Readiness Groups	68%	78%	22%
Relocation Readiness Program	64%	85%	15%
Family Advocacy Program	65%	76%	24%
Crisis intervention	53%	72%	28%
Money management classes, budgeting assistance	64%	77%	23%
Financial counseling, including tax assistance	66%	82%	18%
Consumer information	42%	73%	27%
Employment Readiness Program	51%	73%	27%
Foster child care	33%	63%	37%
Exceptional Family Member Program	61%	76%	24%
Army Family Team Building	54%	74%	26%
Army Family Action Plan	47%	72%	28%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

## 2005 LNS Army Results

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	54%	91%	9%
Outreach programs	46%	80%	20%
Family Readiness Groups	76%	85%	15%
Relocation Readiness Program	72%	92%	8%
Family Advocacy Program	68%	82%	18%
Crisis intervention	47%	74%	26%
Money management classes, budgeting assistance	60%	78%	22%
Financial counseling, including tax assistance	64%	87%	13%
Consumer information	30%	78%	22%
Employment Readiness Program	58%	74%	26%
Foster child care	19%	68%	32%
Exceptional Family Member Program	64%	80%	20%
Army Family Team Building	55%	84%	16%
Army Family Action Plan	41%	83%	17%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

2005 LNS Army Results

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	50%	44%
Personal job performance/readiness	50%	44%
Unit cohesion and teamwork	51%	49%
Unit readiness	54%	55%
Relationship with my spouse	46%	40%
Relationship with my children	48%	42%
My family's adjustment to Army life	50%	54%
Family preparedness for deployments	54%	59%
Ability to manage my finances	44%	34%
Feeling that I am part of the military community	49%	53%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

2005 LNS Army Results

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	82%	83%
Helps minimize lost duty/work time due to lack of child care/youth services	82%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	56%
Allows me to work outside my home	71%	75%
Allows me to work at home	58%	60%
Offers me an employment opportunity within the CYS program	55%	54%
Allows me/my spouse to better concentrate on my/our job(s)	75%	71%
Provides positive growth and development opportunities for my children	80%	84%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

2005 LNS Army Results

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	49%
Personal job performance/readiness	49%
Unit cohesion and teamwork	52%
Unit readiness	48%
Ability to manage my finances	45%
Feeling that I am part of the military community	49%
Relationship with my children (single parents)	49%
My family's adjustment to Army life (single parents)	48%
Family preparedness for deployments (single parents)	48%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

2005 LNS Army Results

## Team Sports

Basketball	13%
Softball	11%
Volleyball	8%
Touch/flag football	8%
Soccer	8%

## Outdoor Recreation

Going to beaches/lakes	33%
Picnicking	25%
Fishing	21%
Camping/hiking/backpacking	21%
Bicycle riding/mountain biking	19%

## Social

Entertaining guests at home	55%
Special family events	37%
Night clubs/lounges	29%
Dancing	27%
Happy hour/social hour	26%

## Sports and Fitness

Walking	36%
Cardiovascular equipment	31%
Weight/strength training	27%
Running/jogging	26%
Bowling	23%

## Entertainment

Watching TV, videotapes, and DVDs	59%
Going to movie theaters	48%
Festivals/events	29%
Attending sports events	26%
Plays/shows/concerts	25%

## Special Interests

Internet access/applications (home)	52%
Gardening	31%
Automotive detailing/washing	28%
Automotive maintenance & repair	27%
Digital photography	25%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

2005 LNS Army Results

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading (library)	31%	N/A	31%
Internet access (library)	28%	N/A	28%
Reference/research services (library)	24%	N/A	24%
Multi-media (videos, DVDs, CDs) (library)	23%	N/A	23%
Study/self development (library)	21%	N/A	21%
Cardiovascular equipment	21%	10%	31%
Weight/strength training	19%	8%	27%

\*Top 7 leisure activity preferences ranked by on-post participation.



# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

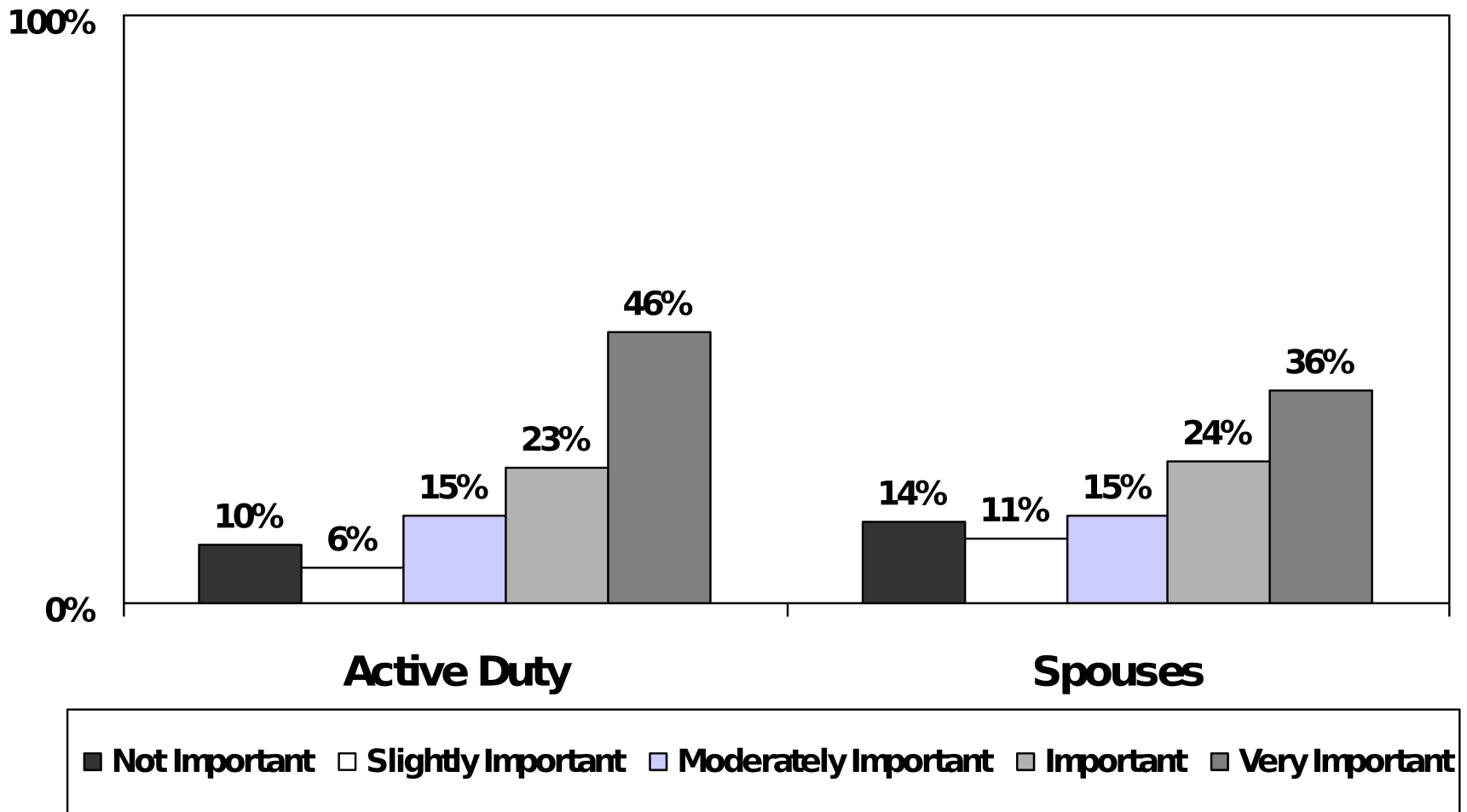
2005 LNS Army Results

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	3%	41%	52%
Gardening	2%	2%	27%	31%
Automotive detailing/washing	7%	8%	13%	28%
Automotive maintenance & repair	9%	7%	10%	27%
Digital photography	2%	6%	17%	25%
Computer games	2%	1%	20%	23%
Trips/touring	2%	15%	N/A	16%

\*Top 7 special interest activity preferences ranked by overall participation.

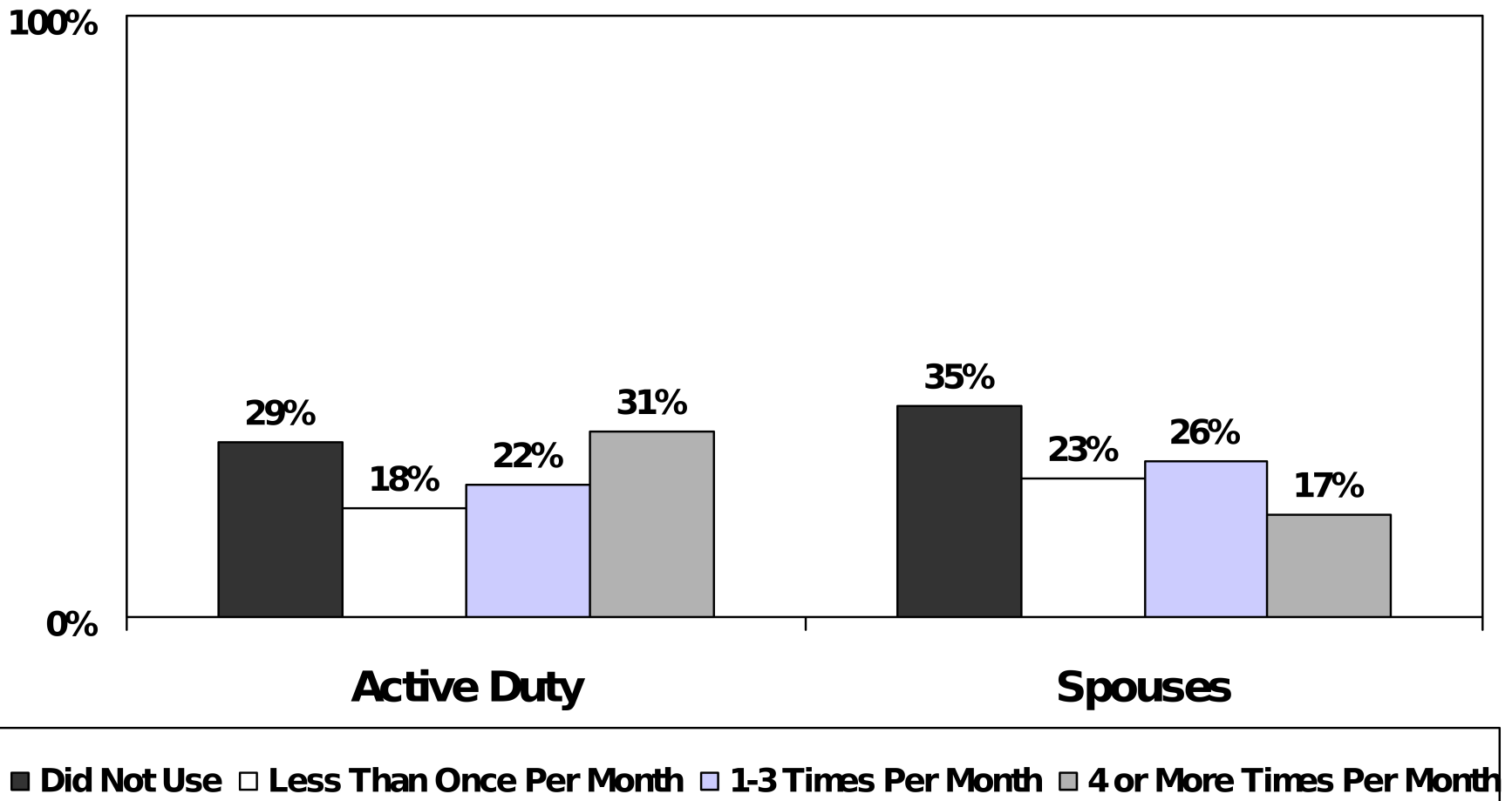
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

2005 LNS Army Results



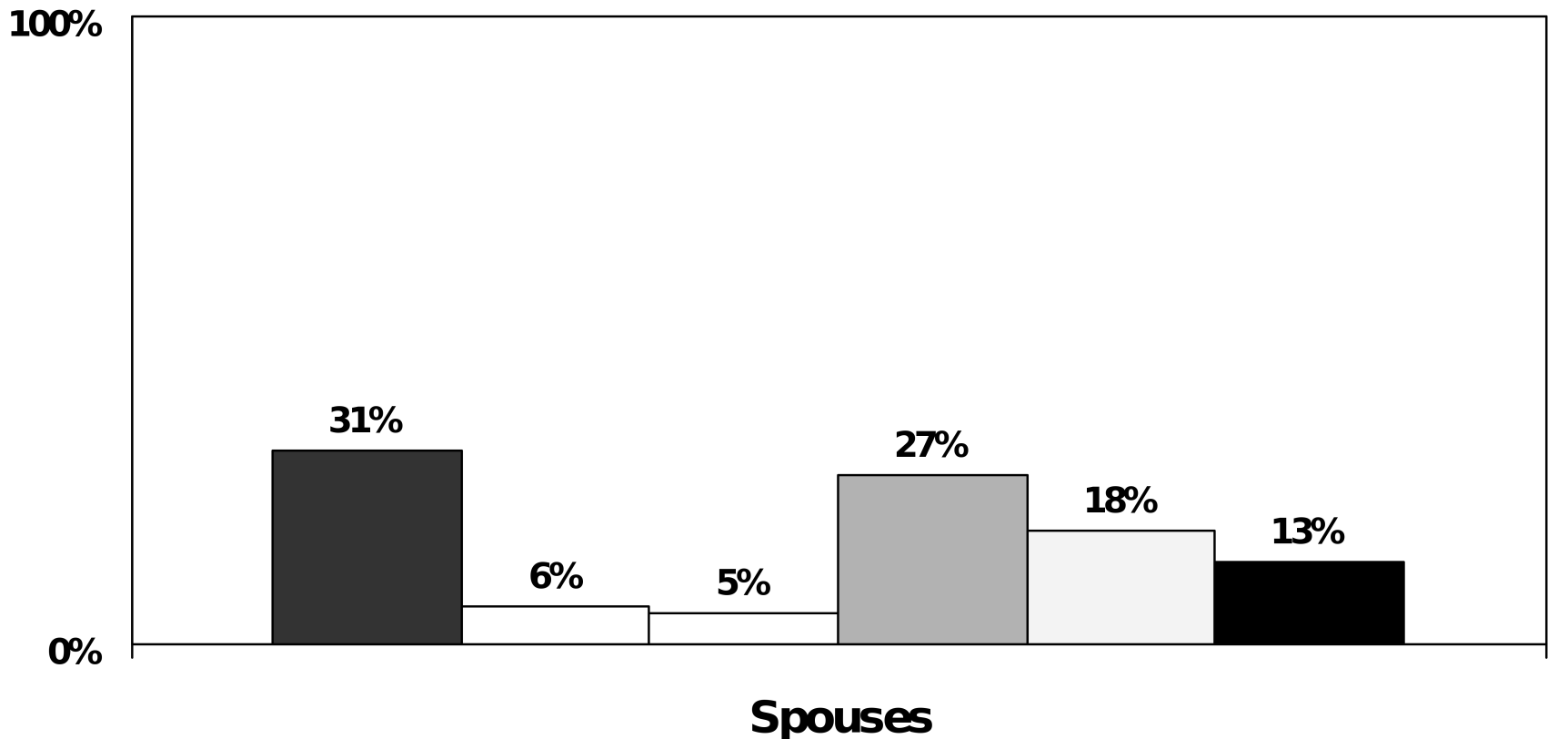
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

2005 LNS Army Results



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

2005 LNS Army Results



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

2005 LNS Army Results

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will make military a career	38%
Probably will make military a career	16%
Undecided	22%
Probably will not make military a career	9%
Definitely will not make military a career	15%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
Yes	70%
Not Sure	19%
No	10%

# NEXT STEPS

## 2005 LNS Army Results

### ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)